Newspapers.com by Ancestry
https://www.newspapers.com/image/707976745/

Newsday (New York, New York) · Mon, Sep 20, 1999 · Page 87
Downloaded on Jun 24, 2025

TECH TODAY

Video Games With TV Child Stars Planned

Acclaim Entertainment Inc., a publisher of video games such as "NBA Jam," said it will make games for girls featuring Mary-Kate and Ashley Olsen, the blonde twins from the TV show "Full House."

The games mark Acclaim's first attempt to tap a broadening market for interactive software. The company's current product line appeals to mainly to teenage boys, with titles such as "South Park," the dinosaur hunting game "Turok" and the wrestling game "WWF Attitude."

The first games made with the Olsens, targeted at girls aged 5 to 12, will be introduced near the end of November and will be made for personal computers and Nintendo Co.'s hand-held Game Boy. Most game makers have ignored girls, though Mattel Inc. has made titles featuring Barbie, and Electronic Arts Inc. is working on a game with ice skater Michelle Kwan. Sales of PC games and educational software designed specifically for girls were about $82 million in 1998, compared with a total market of $1.86 billion, according to market researcher PC Data.

"There's this whole base of females who are dying to be a part of the interactive experience," said Steve Lux, Acclaim's vice-president of marketing. "It's just a matter of writing the right software for that audience." Glen Cove-based Acclaim said it's also working on software featuring the twins for console systems made by Nintendo and Sony Corp.

— Bloomberg News

Video Games With TV Child Stars Planned

Clipped By:
C_St_Reed
Jun 24, 2025

Copyright © 2025 Newspapers.com. All Rights Reserved.